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TvB

GNP
AD VOLUME
&
TV AD VOLUME

1960-1995

Research Department
Television Bureau of Advertising
February 1985

Television Bureau of Advertising, Inc. · 477 Madison Avenue · New York, NY 10022 · 212 486-1111

GROSS NATIONAL PRODUCT
TOTAL AD VOLUME AND TELEVISION AD VOLUME 1960-1995

	GNP		Ad Volume			TV Ad Volume		
	Billions	% Change	Millions	% Change	% of GNP	Millions	% Change	% of Ad Vol.
1960	$506.5	3.8	$11,960	6.1	2.36	$1,627	6.4	13.6
1961	524.6	3.6	11,860	-0.8	2.26	1,691	3.9	14.3
1962	565.0	7.7	12,430	4.8	2.20	1,897	12.2	15.3
1963	596.7	5.6	13,100	5.4	2.20	2,032	7.1	15.5
1964	637.7	6.9	14,150	8.0	2.22	2,289	12.6	16.2
1965	691.1	8.4	15,250	7.8	2.21	2,515	9.9	16.5
1966	756.0	9.4	16,630	9.0	2.20	2,823	12.2	17.0
1967	799.6	5.8	16,870	1.4	2.11	2,909	3.0	17.2
1968	873.4	9.2	18,090	7.2	2.07	3,231	11.1	17.9
1969	944.0	8.1	19,420	7.4	2.06	3,585	11.0	18.5
1970	992.7	5.2	19,550	0.7	1.97	3,596	0.3	18.4
1971	1,077.6	8.6	20,700	5.9	1.92	3,534	-1.7	17.1
1972	1,185.9	10.1	23,210	12.1	1.96	4,091	15.8	17.6
1973	1,326.4	11.8	24,980	7.6	1.88	4,460	9.0	17.9
1974	1,434.2	8.1	26,620	6.6	1.86	4,851	8.8	18.2
1975	1,549.2	8.0	27,900	4.8	1.80	5,263	8.5	18.9
1976	1,718.0	10.9	33,300	19.4	1.94	6,721	27.7	20.2
1977	1,918.3	11.7	37,440	12.4	1.95	7,612	13.3	20.3
1978	2,163.9	12.8	43,330	15.7	2.00	8,955	17.6	20.7
1979	2,417.8	11.7	48,780	12.6	2.02	10,154	13.4	20.8
1980	2,631.7	8.8	53,550	9.8	2.03	11,366	11.9	21.2
1981	2,957.8	12.4	60,430	12.8	2.04	12,650	11.3	20.9
1982	3,069.3	3.8	66,580	10.2	2.17	14,329	13.3	21.5
1983	3,304.8	7.7	75,850	13.9	2.30	16,136	12.6	21.3
1984	3,660.0	10.7	87,420	15.3	2.39	19,020	17.9	21.8
1985	3,928.0	7.3	95,860	9.7	2.44	21,180	11.4	22.1
1986	4,250.0	8.2	106,210	10.8	2.50	23,993	13.3	22.6
1987	4,637.0	9.1	117,260	10.4	2.53	26,762	11.5	22.8
1988	5,110.0	10.2	134,610	14.8	2.63	31,886	19.1	23.7
1989	5,647.0	10.5	150,220	11.6	2.66	35,768	12.2	23.8
1990	6,116.0	8.3	168,550	12.2	2.76	41,051	14.8	24.4
1991	6,697.0	9.5	189,280	12.3	2.83	46,203	12.6	24.4
1992	7,360.0	9.9	214,450	13.3	2.91	53,738	16.3	25.1
1993	8,103.0	10.1	238,900	11.4	2.95	60,019	11.7	25.1
1994	8,654.0	6.8	265,420	11.1	3.07	68,282	13.8	25.7
1995	9,416.0	8.8	297,800	12.2	3.16	76,673	12.3	25.7

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TELEVISION AD VOLUME 1960-1995

	Network			Spot			Local		
	Millions	% Chg.	% TV	Millions	% Chg.	% TV	Millions	% Chg.	% TV
1960	$820	5.7	50.4	$527	8.4	32.4	$280	4.9	17.2
1961	887	8.2	52.5	548	4.0	32.4	256	-8.6	15.1
1962	976	10.0	51.4	629	14.8	33.2	292	14.1	15.4
1963	1,025	5.0	50.4	698	11.0	34.4	309	5.8	15.2
1964	1,132	10.4	49.5	806	15.5	35.2	351	13.6	15.3
1965	1,237	9.3	49.2	892	10.7	35.5	386	10.0	15.3
1966	1,393	12.6	49.3	988	10.8	35.0	442	14.5	15.7
1967	1,455	4.5	50.0	988	0.0	34.0	466	5.4	16.0
1968	1,523	4.7	47.1	1,131	14.5	35.0	577	23.8	17.9
1969	1,678	10.2	46.8	1,253	10.8	35.0	654	13.3	18.2
1970	1,658	-1.2	46.1	1,234	-1.5	34.3	704	7.6	19.6
1971	1,593	-3.9	45.1	1,145	-7.2	32.4	796	13.1	22.5
1972	1,804	13.2	44.1	1,318	15.1	32.2	969	21.7	23.7
1973	1,968	9.1	44.1	1,377	4.5	30.9	1,115	15.1	25.0
1974	2,145	9.0	44.2	1,495	8.6	30.8	1,211	8.6	25.0
1975	2,306	7.5	43.9	1,623	8.6	30.8	1,334	10.2	25.3
1976	2,857	23.9	42.6	2,154	32.7	32.0	1,710	28.2	25.4
1977	3,460	21.1	45.4	2,204	2.3	29.0	1,948	13.9	25.6
1978	3,975	14.9	44.4	2,607	18.3	29.1	2,373	21.8	26.5
1979	4,599	15.7	45.3	2,873	10.2	28.3	2,682	13.0	26.4
1980	5,130	11.5	45.1	3,269	13.8	28.8	2,967	10.6	26.1
1981	5,575	8.7	44.1	3,730	14.1	29.5	3,345	12.7	26.4
1982	6,210	11.4	43.4	4,360	16.9	30.4	3,759	12.4	26.2
1983	7,017	13.0	43.5	4,796	10.0	29.7	4,323	15.0	26.8
1984	8,490	21.0	44.6	5,470	14.1	28.8	5,060	17.0	26.6
1985	9,340	10.0	44.1	6,070	11.0	28.7	5,770	14.0	27.2
1986	10,442	11.8	43.5	6,956	14.6	29.0	6,595	14.3	27.5
1987	11,705	12.1	43.7	7,624	9.6	28.5	7,433	12.7	27.8
1988	13,906	18.8	43.7	9,164	20.2	28.7	8,816	18.6	27.6
1989	15,755	13.3	44.0	9,998	9.1	28.0	10,015	13.6	28.0
1990	17,756	12.7	43.3	11,658	16.6	28.4	11,637	16.2	28.3
1991	20,171	13.6	43.7	12,812	9.9	27.7	13,220	13.6	28.6
1992	23,620	17.1	43.9	14,862	16.0	27.7	15,256	15.4	28.4
1993	26,147	10.7	43.5	16,556	11.4	27.6	17,316	13.5	28.9
1994	29,285	12.0	42.9	19,205	16.0	28.1	19,792	14.3	29.0
1995	33,063	12.9	43.1	21,087	9.8	27.5	22,523	13.8	29.4

Sources: GNP, U.S. Department of Commerce 1960-83. TvB estimates 1984-95.
Ad Volume, McCann-Erickson 1960-85. TvB estimates 1986-95.
TV Ad Volume, McCann-Erickson 1960-83. TvB estimates 1984-95.
Projections (1986-95) were derived by averaging the percent changes of the last three similar years in the quadrennial cycle.
Revised 2/12/85

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TvB

GNP
AD VOLUME
&
TV AD VOLUME

1960-1995

Prepared by the Research Department
TELEVISION BUREAU OF ADVERTISING, INC.
August 1985

Television Bureau of Advertising, Inc. · 477 Madison Avenue · New York, NY 10022 · 212 486-1111

GROSS NATIONAL PRODUCT
TOTAL AD VOLUME AND TELEVISION AD VOLUME 1960-1995

	GNP		Ad Volume			TV Ad Volume		
	Billions	% Change	Millions	% Change	% of GNP	Millions	% Change	% of Ad Vol.
1960	$506.5	3.8	$11,960	6.1	2.36	$1,627	6.4	13.6
1961	524.6	3.6	11,860	-0.8	2.26	1,691	3.9	14.3
1962	565.0	7.7	12,430	4.8	2.20	1,897	12.2	15.3
1963	596.7	5.6	13,100	5.4	2.20	2,032	7.1	15.5
1964	637.7	6.9	14,150	8.0	2.22	2,289	12.6	16.2
1965	691.1	8.4	15,250	7.8	2.21	2,515	9.9	16.5
1966	756.0	9.4	16,630	9.0	2.20	2,823	12.2	17.0
1967	799.6	5.8	16,870	1.4	2.11	2,909	3.0	17.2
1968	873.4	9.2	18,090	7.2	2.07	3,231	11.1	17.9
1969	944.0	8.1	19,420	7.4	2.06	3,585	11.0	18.5
1970	992.7	5.2	19,550	0.7	1.97	3,596	0.3	18.4
1971	1,077.6	8.6	20,700	5.9	1.92	3,534	-1.7	17.1
1972	1,185.9	10.1	23,210	12.1	1.96	4,091	15.8	17.6
1973	1,326.4	11.8	24,980	7.6	1.88	4,460	9.0	17.9
1974	1,434.2	8.1	26,620	6.6	1.86	4,851	8.8	18.2
1975	1,549.2	8.0	27,900	4.8	1.80	5,263	8.5	18.9
1976	1,718.0	10.9	33,300	19.4	1.94	6,721	27.7	20.2
1977	1,918.3	11.7	37,440	12.4	1.95	7,612	13.3	20.3
1978	2,163.9	12.8	43,330	15.7	2.00	8,955	17.6	20.7
1979	2,417.8	11.7	48,780	12.6	2.02	10,154	13.4	20.8
1980	2,631.7	8.8	53,550	9.8	2.03	11,416	12.4	21.3
1981	2,957.8	12.4	60,430	12.8	2.04	12,725	11.5	21.1
1982	3,069.3	3.8	66,580	10.2	2.17	14,479	13.8	21.7
1983	3,304.8	7.7	75,850	13.9	2.30	16,436	13.5	21.7
1984	3,661.3	10.8	87,930	15.9	2.40	19,434	18.2	22.1
1985	3,906.0	6.8	95,840	9.0	2.45	20,830	7.2	21.7
1986	4,226.0	8.2	106,190	10.8	2.50	23,634	13.5	22.3
1987	4,611.0	9.1	117,230	10.4	2.53	26,398	11.7	22.5
1988	5,081.0	10.2	134,580	14.8	2.63	31,430	19.1	23.4
1989	5,604.0	10.3	150,190	11.6	2.66	34,827	10.8	23.2
1990	6,069.0	8.3	168,510	12.2	2.76	39,984	14.8	23.7
1991	6,646.0	9.5	189,240	12.3	2.83	45,009	12.6	23.8
1992	7,304.0	9.9	214,410	13.3	2.91	52,293	16.2	24.4
1993	8,020.0	9.8	238,850	11.4	2.95	57,398	9.8	24.0
1994	8,565.0	6.8	265,360	11.1	3.07	65,293	13.8	24.6
1995	9,319.0	8.8	297,730	12.2	3.16	73,291	12.2	24.6

TELEVISION AD VOLUME 1960-1995

	Network			Spot			Local			Syn. Barter		
	Millions	% Chg.	% TV	Millions	% Chg.	% TV	Millions	% Chg.	% TV	Millions	% Chg.	% TV
1960	$820	5.7	50.4	$527	8.4	32.4	$280	4.9	17.2	$ --	--	--
1961	887	8.2	52.5	548	4.0	32.4	256	-8.6	15.1	--	--	--
1962	976	10.0	51.4	629	14.8	33.2	292	14.1	15.4	--	--	--
1963	1,025	5.0	50.4	698	11.0	34.4	309	5.8	15.2	--	--	--
1964	1,132	10.4	49.5	806	15.5	35.2	351	13.6	15.3	--	--	--
1965	1,237	9.3	49.2	892	10.7	35.5	386	10.0	15.3	--	--	--
1966	1,393	12.6	49.3	988	10.8	35.0	442	14.5	15.7	--	--	--
1967	1,455	4.5	50.0	988	0.0	34.0	466	5.4	16.0	--	--	--
1968	1,523	4.7	47.1	1,131	14.5	35.0	577	23.8	17.9	--	--	--
1969	1,678	10.2	46.8	1,253	10.8	35.0	654	13.3	18.2	--	--	--
1970	1,658	-1.2	46.1	1,234	-1.5	34.3	704	7.6	19.6	--	--	--
1971	1,593	-3.9	45.1	1,145	-7.2	32.4	796	13.1	22.5	--	--	--
1972	1,804	13.2	44.1	1,318	15.1	32.2	969	21.7	23.7	--	--	--
1973	1,968	9.1	44.1	1,377	4.5	30.9	1,115	15.1	25.0	--	--	--
1974	2,145	9.0	44.2	1,495	8.6	30.8	1,211	8.6	25.0	--	--	--
1975	2,306	7.5	43.9	1,623	8.6	30.8	1,334	10.2	25.3	--	--	--
1976	2,857	23.9	42.6	2,154	32.7	32.0	1,710	28.2	25.4	--	--	--
1977	3,460	21.1	45.4	2,204	2.3	29.0	1,948	13.9	25.6	--	--	--
1978	3,975	14.9	44.4	2,607	18.3	29.1	2,373	21.8	26.5	--	--	--
1979	4,599	15.7	45.3	2,873	10.2	28.3	2,682	13.0	26.4	--	--	--
1980	5,130	11.5	44.9	3,269	13.8	28.6	2,967	10.6	26.0	50	--	0.5
1981	5,575	8.7	43.8	3,730	14.1	29.3	3,345	12.7	26.3	75	50.0	0.6
1982	6,210	11.4	42.9	4,360	16.9	30.1	3,759	12.4	26.0	150	100.0	1.0
1983	7,017	13.0	42.7	4,796	10.0	29.2	4,323	15.0	26.3	300	100.0	1.8
1984	8,526	21.5	43.9	5,453	13.7	28.1	5,055	16.9	26.0	400	33.3	2.1
1985	8,700	2.0	41.8	5,890	8.0	28.3	5,710	13.0	27.4	530	32.5	2.5
1986	9,727	11.8	41.2	6,750	14.6	28.6	6,527	14.3	27.6	630	18.9	2.6
1987	10,904	12.1	41.3	7,398	9.6	28.0	7,356	12.7	27.9	740	17.5	2.8
1988	12,954	18.8	41.2	8,892	20.2	28.3	8,724	18.6	27.8	860	16.2	2.7
1989	14,353	10.8	41.2	9,603	8.0	27.6	9,876	13.2	28.4	995	15.7	2.8
1990	16,176	12.7	40.5	11,197	16.6	28.0	11,476	16.2	28.7	1,135	14.1	2.8
1991	18,376	13.6	40.8	12,306	9.9	27.3	13,037	13.6	29.0	1,290	13.7	2.9
1992	21,518	17.1	41.1	14,275	16.0	27.3	15,045	15.4	28.8	1,455	12.8	2.8
1993	23,089	7.3	40.2	15,688	9.9	27.3	16,986	12.9	29.6	1,635	12.4	2.9
1994	25,860	12.0	39.6	18,198	16.0	27.9	19,415	14.3	29.7	1,820	11.3	2.8
1995	29,196	12.9	39.8	19,981	9.8	27.3	22,094	13.8	30.1	2,020	11.0	2.8

Sources: GNP, U.S. Department of Commerce 1960-84. TvB estimates 1985-95.
Ad Volume, McCann-Erickson 1960-85. TvB estimates 1986-95.
TV Ad Volume, McCann-Erickson 1960-84. TvB estimates 1985-95.
Projections (1986-95) were derived by averaging the percent changes of the last three similar years in the quadrennial cycle.
Barter projections were done separately.
Revised 8/1/85

A 9055-2 U (A) 10/85

TvB

GNP
AD VOLUME
&
TV AD VOLUME

1960- 1995

Prepared by the Research Department
TELEVISION BUREAU OF ADVERTISING, INC.

September 24, 1985

Television Bureau of Advertising, Inc. · 477 Madison Avenue · New York, NY 10022 · 212 486-1111

Source: GNP, U.S. Department of Commerce 1960-84.
Ad Volume, McCann-Erickson 1960-85.
TV Ad Volume, McCannErickson 1960-84.
All other figures are TvB estimates.

Projections: (1987-95) were derived by a (5-3-1) weighted average of the percent change of the last three similar years in the quadrennial cycle, with the most recent year weighted by 5.
Barter projections were done separately.

GROSS NATIONAL PRODUCT
TOTAL AD VOLUME AND TELEVISION AD VOLUME 1960-1995

	GNP		Ad Volume			TV Ad Volume		
	Billions	% Change	Millions	% Change	% of GNP	Millions	% Change	% of Ad Vol.
1960	$506.5	3.8	$11,960	6.1	2.36	$1,627	6.4	13.6
1961	524.6	3.6	11,860	-0.8	2.26	1,691	3.9	14.3
1962	565.0	7.7	12,430	4.8	2.20	1,897	12.2	15.3
1963	596.7	5.6	13,100	5.4	2.20	2,032	7.1	15.5
1964	637.7	6.9	14,150	8.0	2.22	2,289	12.6	16.2
1965	691.1	8.4	15,250	7.8	2.21	2,515	9.9	16.5
1966	756.0	9.4	16,630	9.0	2.20	2,823	12.2	17.0
1967	799.6	5.8	16,870	1.4	2.11	2,909	3.0	17.2
1968	873.4	9.2	18,090	7.2	2.07	3,231	11.1	17.9
1969	944.0	8.1	19,420	7.4	2.06	3,585	11.0	18.5
1970	992.7	5.2	19,550	0.7	1.97	3,596	0.3	18.4
1971	1,077.6	8.6	20,700	5.9	1.92	3,534	-1.7	17.1
1972	1,185.9	10.1	23,210	12.1	1.96	4,091	15.8	17.6
1973	1,326.4	11.8	24,980	7.6	1.88	4,460	9.0	17.9
1974	1,434.2	8.1	26,620	6.6	1.86	4,851	8.8	18.2
1975	1,549.2	8.0	27,900	4.8	1.80	5,263	8.5	18.9
1976	1,718.0	10.9	33,300	19.4	1.94	6,721	27.7	20.2
1977	1,918.3	11.7	37,440	12.4	1.95	7,612	13.3	20.3
1978	2,163.9	12.8	43,330	15.7	2.00	8,955	17.6	20.7
1979	2,417.8	11.7	48,780	12.6	2.02	10,154	13.4	20.8
1980	2,631.7	8.8	53,550	9.8	2.03	11,416	12.4	21.3
1981	2,957.8	12.4	60,430	12.8	2.04	12,725	11.5	21.1
1982	3,069.3	3.8	66,580	10.2	2.17	14,479	13.8	21.7
1983	3,304.8	7.7	75,850	13.9	2.30	16,436	13.5	21.7
1984	3,661.3	10.8	87,930	15.9	2.40	19,434	18.2	22.1
1985	3,901.0	6.5	95,932	9.1	2.46	20,807	7.1	21.7
1986	4,168.6	6.9	104,086	8.5	2.50	22,816	9.7	21.9
1987	4,548.0	9.1	117,100	12.5	2.57	25,690	12.6	21.9
1988	5,012.0	10.2	133,850	14.3	2.67	30,062	17.0	22.5
1989	5,468.0	9.1	148,170	10.7	2.71	32,839	9.2	22.2
1990	5,823.0	6.5	162,840	9.9	2.80	36,695	11.7	22.5
1991	6,341.0	8.9	184,010	13.0	2.90	41,360	12.7	22.5
1992	6,988.0	10.2	210,320	14.3	3.01	48,241	16.6	22.9
1993	7,589.0	8.6	232,190	10.4	3.06	52,444	8.7	22.6
1994	8,067.0	6.3	254,250	9.5	3.15	58,279	11.1	22.9
1995	8,777.0	8.8	287,050	12.9	3.27	65,633	12.6	22.9

TELEVISION AD VOLUME 1960-1995

	Network			Spot			Local			Syn. Barter		
	Millions	% Chg.	% TV	Millions	% Chg.	% TV	Millions	% Chg.	% TV	Millions	% Chg.	% TV
1960	$820	5.7	50.4	$527	8.4	32.4	$280	4.9	17.2	$ --	--	--
1961	887	8.2	52.5	548	4.0	32.4	256	-8.6	15.1	--	--	--
1962	976	10.0	51.4	629	14.8	33.2	292	14.1	15.4	--	--	--
1963	1,025	5.0	50.4	698	11.0	34.4	309	5.8	15.2	--	--	--
1964	1,132	10.4	49.5	806	15.5	35.2	351	13.6	15.3	--	--	--
1965	1,237	9.3	49.2	892	10.7	35.5	386	10.0	15.3	--	--	--
1966	1,393	12.6	49.3	988	10.8	35.0	442	14.5	15.7	--	--	--
1967	1,455	4.5	50.0	988	0.0	34.0	466	5.4	16.0	--	--	--
1968	1,523	4.7	47.1	1,131	14.5	35.0	577	23.8	17.9	--	--	--
1969	1,678	10.2	46.8	1,253	10.8	35.0	654	13.3	18.2	--	--	--
1970	1,658	-1.2	46.1	1,234	-1.5	34.3	704	7.6	19.6	--	--	--
1971	1,593	-3.9	45.1	1,145	-7.2	32.4	796	13.1	22.5	--	--	--
1972	1,804	13.2	44.1	1,318	15.1	32.2	969	21.7	23.7	--	--	--
1973	1,968	9.1	44.1	1,377	4.5	30.9	1,115	15.1	25.0	--	--	--
1974	2,145	9.0	44.2	1,495	8.6	30.8	1,211	8.6	25.0	--	--	--
1975	2,306	7.5	43.9	1,623	8.6	30.8	1,334	10.2	25.3	--	--	--
1976	2,857	23.9	42.6	2,154	32.7	32.0	1,710	28.2	25.4	--	--	--
1977	3,460	21.1	45.4	2,204	2.3	29.0	1,948	13.9	25.6	--	--	--
1978	3,975	14.9	44.4	2,607	18.3	29.1	2,373	21.8	26.5	--	--	--
1979	4,599	15.7	45.3	2,873	10.2	28.3	2,682	13.0	26.4	--	--	--
1980	5,130	11.5	44.9	3,269	13.8	28.6	2,967	10.6	26.0	50	--	0.5
1981	5,575	8.7	43.8	3,730	14.1	29.3	3,345	12.7	26.3	75	50.0	0.6
1982	6,210	11.4	42.9	4,360	16.9	30.1	3,759	12.4	26.0	150	100.0	1.0
1983	7,017	13.0	42.7	4,796	10.0	29.2	4,323	15.0	26.3	300	100.0	1.8
1984	8,526	21.5	43.9	5,453	13.7	28.1	5,055	16.9	26.0	400	33.3	2.0
1985	8,700	2.0	41.8	5,917	8.5	28.4	5,660	12.0	27.2	530	32.5	2.6
1986	9,396	8.0	41.2	6,450	9.0	28.3	6,340	12.0	27.8	630	18.9	2.7
1987	10,646	13.3	41.4	7,089	9.9	27.6	7,215	13.8	28.1	740	17.5	2.9
1988	12,616	18.5	42.0	8,209	15.8	27.3	8,377	16.1	27.9	860	16.2	2.8
1989	13,423	6.4	40.9	9,005	9.7	27.4	9,416	12.4	28.7	995	15.7	3.0
1990	14,752	9.9	40.2	10,149	12.7	27.7	10,659	13.2	29.0	1,135	14.1	3.1
1991	16,744	13.5	40.5	11,164	10.0	27.0	12,162	14.1	29.4	1,290	13.7	3.1
1992	19,875	18.7	41.2	12,827	14.9	26.6	14,084	15.8	29.2	1,455	12.8	3.0
1993	20,909	5.2	39.9	14,084	9.8	26.9	15,816	12.3	30.2	1,635	12.4	3.0
1994	22,874	9.4	39.2	15,760	11.9	27.0	17,825	12.7	30.6	1,820	11.3	3.2
1995	25,939	13.4	39.5	17,336	10.0	26.4	20,338	14.1	31.0	2,020	11.0	3.1